

**REMARKS**

Claims 1-24 are pending in this application. Claims 1-3, 7-9, 13-15, and 19-21 stand rejected and claims 4-6, 10-12, 16-18, and 22-24 are withdrawn from consideration. In light of the remarks set forth below, Applicants respectfully submits that each of the pending claims is in immediate condition for allowance.

Among the limitations of independent claim 1 not present in the cited reference is "preparing and storing a plurality of pages, each corresponding to a customer level."

Claims 1-3 stand rejected under 35 U.S.C. § 102(e) as being anticipated by U.S. Patent No. 6,421,729 ("Paltenghe"). Applicants respectfully traverse this rejection.

The Office Action asserts that the above-recited feature is disclosed in Paltenghe. Applicants respectfully disagree. In Paltenghe, a user registers with a website and a cookie is stored on the user's hard drive. If a user registers with the website, but decides not to allow the stored cookie to be released or read by the server, a new user web page is displayed.

In contrast, according to Applicants' explicitly recited claim limitations, a plurality of pages are prepared and stored, each of the prepared web pages corresponds to a customer level. Further, as explicitly recited in the claims, the customer level is determined by a purchase experience of the user. Paltenghe fails to describe a customer level determined by purchase experience. Further, in Paltenghe, a plurality of pages are not prepared and stored for presentation to a user. Thus, Applicants respectfully request reconsideration and withdrawal of the rejection of claims 1-3.

Claims 7-9, 13-15, and 19-21 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Paltenghe in view of U.S. Patent Application Publication No. 2002/0062245 ("Niu"). Applicants respectfully request reconsideration and withdrawal of this rejection.

All of the rejected claims include limitations directed to selecting display information corresponding to said customer level of said user from said plurality of pieces of display information and displaying selected information, wherein the customer level is determined by a purchase experience of the user.

As discussed above, this feature is not present in Paltenghe. The inclusion of Niu does not cure the deficiency in Paltenghe discussed above. In Paltenghe, when a user accesses a web page, a cookie is stored on the user's hard drive. When the server in Paltenghe retrieves a previously-placed cookie, when a cookie is unable to be retrieved or no cookie exists, a new user web page is presented. If a cookie is retrieved, a different page is presented to the user other than the new user page. However, at no point is the web page presented to the user determined by a customer level determined by a purchase experience of the user. The web page is merely determined by prior registration, not purchase experience. Therefore, as discussed above, Paltenghe fails to disclose the explicitly recited limitations in the claims. Further, the addition of Niu does not cure this deficiency. Niu fails to disclose the above-recited deficiency. Therefore, Applicants respectfully request reconsideration and withdrawal of the rejection of the claims over Paltenghe in view of Niu.

Applicant has responded to all of the rejections and objections recited in the Office Action. Reconsideration and a Notice of Allowance for all of the pending claims are therefore respectfully requested.

In view of the above, each of the presently pending claims in this application

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is believed to be in immediate condition for allowance. Accordingly, the Examiner is respectfully requested to withdraw the outstanding rejection of the claims and to pass this application to issue.

If the Examiner believes an interview would be of assistance, the Examiner is welcome to contact the undersigned at the number listed below.

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Respectfully submitted,

By 

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